

**MINUTES
MUNICIPAL OFF-SALE RETAIL LIQUOR BOARD**

DECEMBER 3, 2013

The meeting was called to order by Chairperson, Reed Ringstad at 6:20 p.m. Members present were Bill Ludwig, Liquor Store Manager; Jennifer Welling, and Steve Vaske. Sue Hecht and Jeff Thompson were absent.

Motion was made by Vaske to approve the minutes from the November 5, 2013 Municipal Off-Sale Retail Liquor Board meeting. Seconded by Welling and unanimously carried.

DECEMBER PROMOTIONS

Mich Golden Light	12oz 24pack cans	\$16.99	
Keystone Light	12oz 24 pack cans	\$13.99	
Third Street Brewing	6 packs 6.99	12 packs	\$12.99
E&J VSOP	1.75L	\$17.99	
Rumchata	750ml	\$15.99	
Roscato Sweet Red Wine		\$9.99	
Relax Riesling, Red, Pink		\$8.99	

2014 LIQUOR STORE GOALS

Ludwig presented his goals:

1. Increase margin
2. Increase profit
3. Power buying with other liquor stores

The Board will bring their goals to the next meeting. One goal mentioned was recipe cards/impulse buying.

SALES & PURCHASING

Ludwig presented the sales and purchasing report for November and year to date.

CUSTOMER APPRECIATION NIGHT

Customer Appreciation Night will be held in conjunction with Wine Club on Thursday, December 12, 2013 at Ron & Judy's. The vendor will be Southern Wine & Spirits. There will not be a gift for each participant, but rather more prizes (which will be wrapped). Food was discussed and Board members volunteered to each bring something. A 15% off coupon will also be distributed to all who attend. A flyer will be handed out detailing Christmas and stocking suffer ideas that can be purchased at the store. This same flyer will be posted and used in an ad.

PUNCH CARD RSVP'S

This was tabled from the November meeting. The Board agreed that the Wine Club punch cards would only be valid for Wine Club events and could not be used for special events like Rum Night, Bourbon Night, or Beer Camp to name a few. By doing such it will give staff a better idea of how many to plan for. Ticket prices would remain the same \$5.00 in advance and \$7.00 at the door.

YEARLY CALENDAR OF EVENTS

A calendar of events was discussed; similar to what Teals does with their magnetic coupon sheets. Welling will look into this.

HOLIDAY'S

Store Hours:

Christmas Eve – close at 6 p.m.

Christmas Day - closed

New Years Eve – regular hours

New Years Day – closed

The store audit will be conducted on December 29, 2013.

NEXT MEETING AGENDA ITEMS

2014 Goals, recipes and event venues will be discussed.

There being no further business, the meeting was adjourned at 8:07 p.m.